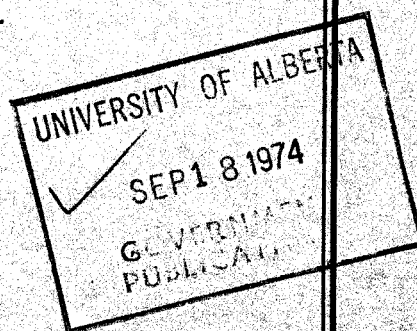


GOV
DOC
CA2
AL
EA
A56
2nd
1946

GOV PUB

SECOND ANNUAL REPORT
OF THE
**Department of Economic
Affairs**
OF THE
PROVINCE OF ALBERTA
1946

PUBLISHED BY ORDER OF THE LEGISLATIVE ASSEMBLY



EDMONTON:
Printed by A. Shnitka, King's Printer.
1947



EX LIBRIS
UNIVERSITATIS
ALBERTÆNSIS

SECOND ANNUAL REPORT
OF THE
**Department of Economic
Affairs**
OF THE
PROVINCE OF ALBERTA
1946

PUBLISHED BY ORDER OF THE LEGISLATIVE ASSEMBLY



EDMONTON:
Printed by A. Shnitka, King's Printer.
1947

SECOND ANNUAL REPORT
of the
DEPARTMENT OF ECONOMIC AFFAIRS

CONTENTS

	<i>Page</i>
1. Introduction	5
2. Alberta Travel Bureau	7
3. The Publicity and Promotion Office	10
4. Technical Development Branch	14
5. Cultural Activities	14
6. Housing Branch	16

APPENDIX

The Geographic Board of Alberta Report	20
--	----

SECOND ANNUAL REPORT

of the

DEPARTMENT OF ECONOMIC AFFAIRS

For the Year 1946



1.—Introduction

During 1946, a growing interest has been displayed in the economic potentialities of Alberta, not only from all parts of Canada and the U.S.A., but as far afield as Great Britain, Holland, Denmark, Australia and New Zealand. Much of this interest has been aroused by the increased publicity of the Province, both in regard to its industrial possibilities and to the opportunities which it affords in every sphere of economic development.

The most effective media of publicity have been the booklet "Your Opportunity in Alberta", and the advertising campaign undertaken in conjunction with the Chambers of Commerce and Boards of Trade throughout the Province.

The latter was essentially a trial campaign of limited scope, and its success indicates the desirability of persisting in this type of publicity on a more extensive scale. The obvious advantages of a campaign in which the industrial and business interests share, are such that it should form the basis for all future publicity of this nature.

Another factor that has contributed to the growing interest in Alberta, has been the rapidly mounting appreciation throughout the Continent of the attractions for tourists which the Province presents. The possibilities of building up the expanding tourist trade are almost unlimited, and effective publicity to this end should be increased. Any expenditure for this purpose will prove a lucrative investment.

* * *

Throughout the year, the housing situation in Alberta, in common with the rest of Canada, has remained acute, despite the very substantial number of homes which were built during 1946.

In face of the shortage of skilled labour and essential building materials, and the difficulties arising out of federal controls and priorities, the scope of effective action at the Provincial level was limited.

The efforts the Department have been concentrated on removing the impediments to home building created by shortages of building material and equipment. Substantial supplies of building material were made available, on a strict priority basis

with veterans securing preference, through Marketing Services Limited, from dismantling buildings at R.C.A.F. and military camps acquired by the Province from the Federal Government. Similarly, a supply of plumbing fixtures were also secured, and these were likewise made available on a priority basis through the same Crown agency.

Provision of emergency housing units for veteran University students, the provision of various building materials in limited quantities following a survey of existing requirements and assistance in other fields of home construction also were undertaken.

Once again it must be stressed, that the only action likely to prove effective in relieving the acute housing shortage, will be a national programme of subsidized home building, on a scale which will not only meet present requirements, but will enable an extensive and systematic campaign of slum clearance and reconstruction to be undertaken.

* * *

At the present time, the greatest single factor which is retarding the rapid development of Provincial economy, in relation to the rest of Canada, is the inequitable and discriminatory freight rates of the two railways. Alberta is located at the peak of the freight rate structure, being hemmed in between the disproportionate rates imposed for the long haul to the Eastern markets and the unjustifiable "mountain differential" imposed by the railways for traffic passing through the Rocky Mountains.

The effect of these freight charges on the economy of the Province, is just as disastrous as would be a discriminatory tariff imposed by the Eastern Provinces and British Columbia against produce of Alberta on the one hand, and a tax on exports to the Province on the other. The high freight costs, result in Alberta producers obtaining a lower price for the goods sent into outside markets—markets in which they must compete with producers not similarly handicapped. Likewise producers and consumers alike, must pay the high costs of these freight charges in the prices of everything they buy from outside sources. This results in restricting the external markets for producers and handicapping their ability to meet competition in those markets, while at the same time, the purchasing power of consumers within the Province is reduced by the higher costs, reflected in higher prices, resulting from the disproportionate freight charges that have to be met.

It is claimed, in defence of the present freight rate structure, that its disastrous features stem directly from the natural handicaps arising from the long distances which have to be served by the transportation system. If this were a valid argument, then the West is likely to remain under-developed for a long time, and there would be little prospect of operating a vigorous "east-and-west" economy. The tendency would be for a "north-and-south" movement of goods.

Fortunately, the foregoing argument in defence of the present discriminatory and crippling freight structure is not valid. It is a man devised system, which is not inherent in the natural order of things. Its purpose is to serve the national economy, but it is not fulfilling this function. Therefore, the necessary change should be made to ensure that it does serve the interests of the national economy.

To illustrate that this is possible, one has but to consider the far-reaching beneficial results which would accrue if the following simple reform were introduced:

Existing freight rates to be maintained as a basis of charges. Freight charges on goods ranking as "all-Canadian products" to be reduced by 80 per cent. In the absence of any other reforms of the economy—specifically in the field of finance—the consequent losses to the railway companies to be provided by a government subsidy, the fund for which would be collected from a percentage tax on the sales of all goods.

The results of such a policy would be immediate and far-reaching, and the entire national economy would benefit very substantially.

At the present time, the railway companies propose not merely to continue the existing freight charges, but are asking for a 30 per cent increase. The effect of this would be disastrous, and any such move must be resisted vigorously, as, in fact, the Government of Alberta is doing.

* * *

It is impossible to view the immediate prospects for the future economic development of the Province, except against the background of the national and international situation. This provides no grounds for optimism. Economic conditions are deteriorating everywhere. Social unrest is in evidence in most countries. Suspicion and intrigue dominate international relations. In short, the seeds of war, revolution and economic chaos threaten the world with disaster on a cataclysmic scale.

2.—Alberta Travel Bureau

The Travel Bureau, together with other agencies administering advertising and publicity, was transferred to the Department of Economic Affairs on April 1, 1946, under a programme of reorganization designed to consolidate activities and permit specialization.

Following a conference with the Minister and Deputy Minister, at which tentative plans for the 1946 and 1947 travel years were discussed, the Director left for Eastern Canada, to confer with the Dominion officials, magazine publishers, transportation and convention bureaus, and railway representatives.

On his return, the Director conferred with travel officials and various executives in the main Alberta centres. Contact was also made with civic and board of trade officials in key cities—

all being preliminary to the calling of an Alberta travel conference.

The conference was held on May 16th and 17th in Edmonton, and was attended by more than 100 travel executives, resort operators and publicists. A policy of co-operation with other provinces in Western Canada was later adopted, which should do much to popularize the Rocky Mountain parks as year-round resorts.

Interest aroused by developments up to this time was shared by a number of smaller centres, and following meetings with their representatives, further consolidation was effected.

In June, arrangements were completed for the making of 16mm. motion pictures and still photographs in the National Parks, for use in subsequent publicity and advertising releases. Visits were made to Jasper, Banff, Lake Louise, Field and Yoho National Parks on contact and inspection work.

The travel season developed a heavy volume of tourist traffic. More than 440,000 visitors entered Waterton Lakes, Banff, Jasper and Elk Island Parks. Pending analyses of the nationalities registering, it is not possible to quote exact figures; but it is conceded that the United States visitors who came by train were fairly large in number. It is known that approximately 17,000 United States automobiles also entered Alberta. This volume is small compared with the potential, but considering the circumstances it is very satisfactory, and a significant increase may be expected in 1947, as a result of the promotion programme currently being conducted in the United States.

Accommodation problems had been feared, but they did not materialize to any great extent. Resort operators were able to accommodate late arrivals, despite the lack of early reservations. This was due to numerous cancellations arising from changes in OPA regulations, and to strikes in the U.S.A.

The lifting of war-time controls on some resort equipment has permitted a considerable expansion of accommodation in the Parks areas, so that no difficulties are anticipated during 1947. Five large concessions have been let in Jasper National Park and are expected to open in time for the tourist season in 1947. A new resort centre is to be built in Marmot Valley, Jasper National Park.

During June and July, the City of Calgary opened a travel bureau in premises provided by the Alberta Government. An inspection of this bureau on July 24th disclosed that the excellent services being rendered by a staff appointed by the city, were greatly appreciated by the travelling public.

In August, the Director went to Jasper with the late Mr. Fred Amess, Staff Photographer, who completed some important work on motion pictures and still photography.

Following meetings with travel executives at Devil's Gap Lodge, Ontario, and Calgary, the Director drafted representations to be laid before the Pacific Northwest Tourist Association.

In October, conferences were held with the Canadian Weekly Newspapers' Association representatives, convening in Lethbridge, and attendance was registered at the Dominion-Provincial conference on travel promotion in Ottawa. This was followed by attendance at the annual convention of the Canadian Association of Publicity and Travel Bureaus in that city.

Briefs presented at the latter conventions outlined the programme now in progress in Alberta. The programme includes the use of newspaper, magazine and poster advertising; booklet, motion picture and similar visual publicity; radio; entry point information services, sports competitions and map services; a training programme for those engaged in the travel industry, and the arrangement of tours for publicists, writers, teachers and others.

Province-wide endorsement of the training courses has been assured by Boards of Trade, resort operators and the oil and transportation companies.

At the Spokane convention of the Pacific Northwest Tourist Association, Alberta's programme was presented and endorsed. At that time, plans were made to conduct tours of editors and travel executives in 1947. The Province was honoured at this convention by the election of Mr. W. D. King, Deputy Minister of Trade and Industry, to the office of Vice-President in absentia; and by the decision to hold the 1947 convention in Jasper National Park.

Tourist Traffic in 1946

Traffic in the National Parks during 1946, is estimated at 528,847, as compared with 508,210 in 1941, the previous comparative year. Estimated total value of the 1946 tourist traffic is \$9,462,000, compared with \$6,558,965 in 1941. These figures are based on the assumption that cars entering the National Parks at Radium and Leancoil in British Columbia, came through to Alberta.

During the season, 753 cars were permitted to travel over the Alaska Highway. These carried 2,269 passengers.

It is worthy of note, that United States visitors numbered only 25 per cent of the total; and the Dominion Bureau of Statistics reports that to the end of November, fewer than 17,000 cars had entered Alberta from the U.S.A. This indicates a weakness which must be overcome in Alberta's travel promotion programme. The answer lies in a more vigorous and extensive campaign in the United States.

Such a campaign is now under way, and before March 31st, 1947, will involve the expenditure of approximately \$35,000 through various media. In addition, wide-scale releases of news-reel and syndicated press photographs will commence early in the season. One feature has already been accepted by more than 600 United States newspapers.

The Travel Bureau receive an average of 100 inquiries daily. During the season, more than 34,200 booklets, circulars, maps, etc. of promotional value were mailed to individual inquirers; and a further 14,300 were expressed to travel bureaus and travel shows.

At the Alberta travel conference sponsored by the Alberta Travel Bureau, on May 16th and 17, 1946, in the Canadian Legion Hall, Edmonton, a number of important resolutions were adopted. Since these impinge largely on Government policy, due note should be made of them here. The Conference urged that the Province budget for a promotional expenditure of not less than \$60,000 a year, for five consecutive years; that trained personnel be installed at points of entry in information offices; and that cognizance be taken of the need for a travel association in Alberta.

3.—The Publicity and Promotion Office

The work of the Publicity and Promotion Office has been organized under six divisions. These are:

- (a) Inter-Departmental and General Publicity.
- (b) Promotion of Alberta's Industrial Development.
- (c) Booklets.
- (d) Displays and Billboards.
- (e) Technical Research.
- (f) Photography.

(a) Inter-Departmental and General Publicity.

The services of the Publicity and Promotion Office have been at all times at the disposal of the various Departments of Government. Fullst co-operation has been extended to the Departments which have availed themselves of the services offered and the effect has been to co-ordinate to a considerable extent the efforts of all toward more effective publicity. For example, we have organized and prepared a series of radio programmes entitled "On Guard for Health" in co-operation with the Department of Health. This series was originally released over CKUA. The response was so gratifying that arrangements were made for other stations to carry these programmes without charge. Along with this, daily spot announcements prepared by this office have been made available to all Alberta radio stations, and these have been broadcast from time to time as a public service.

Another departmental division which has taken advantage of the services offered is the Alberta Treasury Branches. A full year's advertising campaign was planned and executed by the Publicity Office. This year's programme consisted of advertisements appearing twice a month in six daily and thirty-eight weekly newspapers. Officials of the Treasury Branch have been delighted with the results of the campaign, assuring us that much of their increased business is a direct result of our efforts. The

latest phase of our work for the Treasury Branches has been the preparation and printing of a booklet called "An All-Round Service".

Feature stories and organized publicity have been written and released through other media with world-wide circulation for various departments. These were initiated and prepared by this office and will be described more fully under their different headings listed below.

It might be fitting at this time to point out that the practice of the Publicity and Promotion Office as now set up is to place the emphasis on planned advertising rather than casual insertions. It is known that greater results are obtained by this method. For example, the use of billboards, newspapers and magazines all presenting the same basic theme, is more effective than each media telling a disconnected story.

(b) Promotion of Industrial Development.

Another inter-departmental service undertaken by the Publicity and Promotion Office was the comprehensive promotional campaign organized for the Industrial Development Board of Alberta in 1946. A programme was prepared which involved the expenditure of \$30,000. In order to give the programme the necessary force, the co-operation of the Chambers of Commerce and Boards of Trade in the Province was sought. To this end, personal contact was made with sixteen such organizations, with the result that \$7,425 were contributed by them to the cost of the campaign. It is noteworthy that, in addition to stimulating the interest of local bodies in the results of the campaign, this effort did much to cement the good relationship between the Government and the Boards of Trade and Chambers of Commerce throughout Alberta.

The programme was built around the central theme "Alberta Has What Your Business Needs". Attractive advertisements were released in leading publications in Canada, United States and Great Britain. In addition, fifty thousand booklets were prepared and mailed to industrial executives all over the English speaking world. This total was made up as follows:

September—15,000 copies—"*Your Opportunity in Alberta.*"

October —15,000 copies—"*Facts About Industries and Resources in Alberta.*"

November—10,000 copies—"*Tap the Water.*"

December—10,000 copies—"*Alberta Has What Your Business Needs.*"

The third phase of the campaign consisted of sixty-three billboards in the major cities of Eastern Canada. These appeared in carefully selected locations during the months of November and December.

Along with the above, feature stories dealing with the opportunities offered by Alberta have appeared in a number of publications having world wide circulation.

The response received from this campaign indicates that leaders of business and industry have their eyes focused on Alberta—Canada's store house of natural resources.

(c) Booklets.

As a part of our inter-departmental activities, the following is a complete list of the booklets designed, printed and distributed by this office:

- (1) Your Opportunity in Alberta.
- (2) Facts About Industries and Resources in Alberta.
- (3) Tap the Water.
- (4) Alberta Has What Your Business Needs.
- (5) Child Welfare Work in Alberta.
- (6) A Talk to Parents.
- (7) The Game is Here.
- (8) Welcome Tourists.
- (9) The Alberta Bill of Rights (160,000 copies distributed).
- (10) Submission to the Dominion-Provincial Conference.
- (11) Education in Human Relationships.
- (12) An All-Round Service—"It's A Good Idea".
- (13) On the Alberta Health Horizon.
- (14) Green Acres (This booklet was written and designed for the Lethbridge Board of Trade.)

(d) Displays and Billboards.

During the period involved, the Publicity and Promotion Office organized displays of Alberta-Made Goods at various centres. Goods manufactured in Alberta were exhibited, and a motion picture on Alberta industries was shown daily. Other promotional displays have been featured in the Legislative Buildings and have attracted much favourable comment. All of these displays have featured advertisements, booklets and the theme "Telling the World About Alberta".

(e) Technical Research.

The work of 1946 under this heading has been a continuation of that done in previous years. This included the usual close survey of Alberta's natural resources, inspection tours, the preparation of reports, annual reviews and feature articles for technical and governmental publications in Canada, Great Britain and the United States.

In addition, an extensive correspondence is maintained with key organizations in Canada and overseas, and periodical revisions of standard informative works are made for various publishers.

Technical booklets are mailed annually to a revised list of about 1,000 names; an extensive correspondence is maintained; interviews are given to numerous visitors from other parts of

Canada and abroad in search of information on natural resources development.

Publications prepared include the Annual Oil Review, and interim reviews prepared for distribution at subsequent dates; a booklet on natural gas, prepared at the request of the Petroleum and Natural Gas Conservation Board, and another on Alberta Forest Conservation.

During the year, the preparation of technical articles on water conservation (beaver and muskrat), Alberta's non-metallic minerals and homestead history and procedure have been an important feature of the work.

Other subjects dealt with include land settlement, sand, gravel and clay products, compilation of "Facts About Industries and Natural Resources in Alberta", and the preparation and delivery of public addresses on appropriate topics. The gathering and analysis of statistical data for presentation in readable form remains an integral part of the work of this branch.

(f) **Photography.**

The work of the Photographic Branch is of necessity carried on in close co-operation with the Publicity and Promotion Office. The services of the Branch are at the disposal of all Departments of the Government. A large volume of still pictures and a number of motion picture films have been prepared for the Departments of Health, Agriculture, Lands and Mines, Education and Trade and Industry. Photographic work has been done for the Dominion Government and for the Canadian National Railways, and on several occasions the Branch has been privileged to co-operate with the American Consul in Edmonton.

Pictorial records made of special events taking place in Alberta, public functions and visits of official visitors, have been placed at the disposal of newspapers and periodicals.

A constantly growing file of pictures of Alberta industries, natural resources and scenes is available for illustrating articles and booklets prepared by Government Departments and by organizations and individuals. Copies of industrial and scenic pictures are mailed out to people all over the world who are interested in Alberta's opportunities for business or industrial development. This service is available also to individuals who come to Alberta from far places, pictures having been supplied to visitors from Australia, New Zealand, South Africa, India and many European countries.

Another phase of the work of the Photographic Branch lies in projecting motion pictures at the request of service clubs to illustrate the beauties, the industries and activities within the Province. Still pictures are used for illustrated lectures on activities of Government Departments. In this connection a library is maintained from which responsible organizations and individuals may borrow films.

Still pictures are used extensively in the preparation of displays and exhibitions furthering the general knowledge of the people about Alberta.

4.—Technical Development Branch

Services rendered by the Technical Development Branch during the year have been limited only by the number of requests for technical assistance. As the public becomes aware of the free services available, undoubtedly the calls for assistance will increase.

Numerous industrial plants were visited during the year—some of them several times—for the purpose of suggesting more efficient methods of production and developing new products. A large volume of inquiries was received, investigated and reports submitted thereon.

A number of inventions was submitted for examination. In some instances, the inventors believed they had been granted patent rights; actually they had paid several hundred dollars in fees, only to find that their inventions were of no commercial value. Had they first presented their ideas for examination before commencing negotiations with a patent agent, they would have learned the true worth of their ideas in time to prevent the unnecessary spending of funds.

The Director is a member of an advisory committee set up to deal with applications for information addressed to the Director of Industrial Development. Other members are J. E. Oberholtzer, Industrial Engineer, Research Council of Alberta and W. H. Thomson, Director of Industrial Development. The same personnel acted as a committee to deal with applications for government assistance for the establishing of new industries in the Province.

A library of technical books has been established, and 15 trade publications are received. Relative information of a technical nature extracted from these publications is sent to the appropriate quarters. Other material is filed for future reference.

It appears evident that if rapid progress is to be made, technical and industrial development services should be co-ordinated, with representatives of this Branch and the Research Council attending all meetings of the Industrial Development Board. Impetus would also be assured by the establishment of an Industrial Research Laboratory. Thus the co-operation already achieved would be strengthened; and the services now available to the public would be infinitely enhanced.

5.—Cultural Activities.

In the pioneer days of Alberta, hard work and a continual struggle for existence left little time for appreciation of the finer things of life. Then with a developing economy and the advent of communication facilities, the people of Alberta emerged as a social entity and long suppressed desires for cultural experience de-

manded expression. Albertans began to think in terms of leisure time. They wanted to understand and appreciate music, the drama, arts and crafts, folklore and many other spheres of learning and accomplishment, the development of which marks the maturity of a people.

One of their first thoughts was of books, for literature embraces all the arts. Libraries virtually were unknown in the rural areas. A few school districts and the University Extension Department endeavoured to fill the need, but, on the whole, Albertans suffered from book poverty, and were unable to satisfy their growing desire for literary fare.

Following a survey of the situation, the Alberta Post-War Reconstruction Committee recommended the establishment of a Provincial Library Commission. By Order in Council a Commission was established on November 20th, 1945, and was charged with the duty of making a preliminary survey and reporting to the government concerning library needs.

As a result of a sample survey conducted in the Lethbridge area and a study of questionnaires sent to existing libraries, certain recommendations were made and following the passage of The Cultural Development Act in 1946, the Alberta Library Board came into existence.

Libraries

The first meeting of the Alberta Library Board was held on May 30th, 1946. Members of the Board were Alex Calhoun, retired Librarian of Calgary, Chairman; Hugh C. Gourlay, Librarian, Edmonton Public Library; William Castell, Librarian, Calgary Public Library; Miss Marjorie Sherlock, Librarian, University of Alberta; John Ferguson, Grande Prairie and Miss Louise Riley, Librarian, of Calgary.

The Northern portion of the Peace River district and other areas have been visited by members of the Board who are now devoting much time to studying the possibilities of regional libraries for the Province.

The Board has assumed the responsibility of approving applications for library grants submitted to the Department of Education.

Music

The Alberta Board of Music came into existence on June 6th, 1946, with Professor John Reymes-King as Chairman. Members of the Board were Rt. Rev. Arthur H. Sovereign, Bishop of the Diocese of Athabasca, Peace River; Mrs. Gladys Egbert, Calgary; Herbert G. Turner, Edmonton and Clayton Hare, Calgary.

Following the first meeting of the Board, a survey of existing facilities was commenced. After a study of the returns, a comprehensive programme, designed to meet the needs of the Province, will be drawn up and submitted.

The Board is anxious to provide greater opportunities for musical studies in schools and for concerts by local talent.

An experimental programme of radio broadcasts has been undertaken and consideration is being given to development along these lines. These initial efforts have been followed by requests from outlying districts for qualified instruction in both music and drama.

Drama

As soon as the Music Board Survey is completed and action initiated, attention will be directed to the promotion of Drama—the first step will be the formation of an Alberta Drama Board, but some work has already been undertaken in this field of artistic endeavour, e.g., advice and publicity to a group of young actors who toured with three one-act plays, from Edmonton to Cardston, giving performances at most cities, towns and villages along the route.

Museum

The Branch has been active in collecting museum pieces and locating sources of archeological specimens for future lodgement and preservation. The complete collection of the late "Judge" W. B. Gray, J.P., of Stettler, more familiarly known as "Buckskin Bill", prominent early resident and student of Indian lore, has been acquired. All items have been catalogued. The acquisition of other collections is under consideration.

The initial work of the Branch has been productive of results, but progress is necessarily slow. It is accepted as part of the administrative policy, that direction cannot be imposed in matters of cultural significance. Growth must be natural and proceed from the community level.

6.—Housing Branch.

The Housing Branch initiated some significant developments in the field of veterans' housing during the year, and its influence and activities have been expanded in keeping with the needs of the times.

Following establishment of the Edmonton and Northern Alberta Priorities Advisory Committee by house builders, lumber dealers and supply firms, the services of the Director were made available to the organization, and Departmental representation was also assured. The Committee then co-operated with representatives of all three levels of Government in a programme designed to provide scarce building materials to veterans awaiting occupancy of their homes. By the end of the year, more than 400 veterans had been housed, and the total is expected to exceed 600 by Spring. This programme, initiated by private enterprise and assisted by governments, attracted nation-wide attention.

The Branch assisted in the appraisal and evaluation of several airports and army camps, supervised demolition and salvage operations, and controlled allocations of lumber, plumbing fixtures, electric wiring and other materials. Camps with which the Branch was concerned include DeWinton, Inverlake, Suffield, Sheppard, Penhold, Red Deer and Wetaskiwin, although the degree of concern varied in accordance with policy in each case. An Allocation Committee supervised final distribution of salvaged materials in all cases.

Since June 3rd, 1946, the following allocations under the various priorities have been approved:

Priority "A"	Government Departments for their legitimate requirements	38
Priority "B"	Cities, municipalities and school divisions for their legitimate requirements.....	20
Priority "C"	Veterans building their own homes and housing projects for veterans.....	595
Priority "D"	Veterans requiring materials for their own use to set up in business.....	45
Priority "E"	Other purposes	225
Total allocations as at December 31, 1946 ...		<u>923</u>

A system of control cards maintained in the office in Edmonton, and duplicated in the Calgary office, permits the ready abstraction of information pertaining to available supplies and their location. Methodical cross-checking maintains an identical count in each office.

Plumbing

The Branch was instrumental in obtaining from the United States approximately 3,260 bath tubs; 1,300 toilets; 1,136 sinks and 736 lavatories, which were turned over to Alberta Marketing Services for disposal. All applications for these supplies were received by the Branch, and a control system was devised.

First allocations were made in June, and were followed by substantial numbers in subsequent months. Five classes of allocations were made: Government Departments; Edmonton Veterans; Country Veterans; Edmonton Civilians and Country Civilians. A total of 2,361 allocations were made, representing 4,220 plumbing units of various types.

Although the figures show an average allocation of about 1½ units per individual, it is doubtful that this gives a true picture of the original requirements. During July, August and September there was a strong demand for sinks of a type then in short supply; when the situation had improved, many of the applicants had filled their wants elsewhere.

Originally the plumbing supplies were allocated in bulk to builders and plumbers. This practice was discouraged later, in

order to ensure that units provided for ultimate installation in veterans' homes were actually installed therein. The practice adopted was to require individual applications for each unit, and not until all veterans' needs were filled was further allocation made.

Distribution of these plumbing supplies reversed the existing situation, and, by augmenting available stocks of plumbing units, the source of supply was of direct benefit to housing throughout the Province.

Single Veterans' Accommodation

Following negotiations between representatives of D.V.A., the University of Alberta and the Department of Economic Affairs, the Provincial Government allotted \$100,000 for the conversion of hutments into single men's quarters at the United States Air Base in Edmonton. The Branch carried out the planning, designing and supervision of work on the Administration Building and buildings Nos. T1001 and T1002, for the purpose of providing accommodation for 650 single veterans attending the University.

Married Men's Quarters

After long negotiations with representatives of D.V.A., the Central Mortgage and Housing Corporation and the University, \$135,000 was allocated by C.M.H.C. for married men's quarters at the United States Air Base. The Housing Branch planned, designed and secured tenders for this project, and supervised the acquisition of building materials. To date, the following work has been completed:

(1) Framing	133 suites
(2) Panelling	81 suites
(3) Plumbing	71 suites
(4) Electrical	84 suites
(5) Heating	80 suites
(6) Painting	49 suites

The Branch was also instrumental in obtaining a shuttle bus service from these housing projects to the city centre and another between the single men's quarters and the University. A cafeteria is being opened in the former mess hall. Applications for occupancy are now being received from veterans.

Professors' Suites

The Housing Branch designed and prepared specifications for three buildings containing 12 four-room apartments for University professors; these are now being made ready for occupancy on the University grounds.

Veterans' and Other Housing Projects

At the request of the Montgomery Branch, Canadian Legion, and the Department of Veterans' Affairs, the Branch has assisted a number of veterans in Edmonton to obtain building materials; has assisted in the designing and construction of veterans' homes, and advised veterans on housing loans.

Plans designs for hutment conversion of army buildings at Wetaskiwin were placed in the hands of civic officials. Additional buildings are now being awaited so that this project may be further expanded. Continued assistance is to be rendered to the City of Edmonton suites project.

At the request of the Department of Trade and Industry and the Industrial Commissioner of Edmonton, advice and assistance has been given to new industrial concerns desiring information as to the layout and structural dimensions of hangars and similar buildings at airports. Close contact has been maintained with the principals and executives of a number of industrial firms interested in establishing plants in Alberta. It is felt that any assistance given in this connection, whether part of the regular duties or as an assumed responsibility, will be in keeping with Departmental policy.

All of which is submitted respectfully.

A. J. HOOKE,
Minister of Economic Affairs.

APPENDIX

•

REPORT

OF

THE GEOGRAPHIC BOARD OF ALBERTA

•

MEMBERS

OF THE

GEOGRAPHIC BOARD OF ALBERTA, 1946

MR. DUNCAN R. INNES, M.A.

MRS. EDITH H. GOSTICK, Provincial Librarian, Secretary.

Professor MORDEN H. LONG, M.A., Chairman.

REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA FOR THE YEAR 1946

The Geographic Board of Alberta was established by Order in Council No. 254 dated February 6th, 1946. It consists of three members, Morden Heaton Long, M.A., Professor of History, University of Alberta, and a Member of the Historic Sites and Monuments Board of Canada; Duncan R. Innes, M.A., and (Mrs.) Edith Hannah Gostick, Provincial Librarian. Professor H. M. Long is Chairman of the Board and Mrs. E. H. Gostick is Secretary.

Function of the Board

The function of the Board, as set out in the Order in Council, is to deal with "all questions relating to geographical names within the Province." It is the understanding of the members of the Board that the work undertaken by them should include such things as the simplification of names, choosing between various spellings of the same name and selecting new names. In addition to the above it is the Board's object to build up, in the course of time, as extensive and accurate a body of information as possible on the place names of the Province. The Board is also authorized by the Order in Council, "to affiliate with, or otherwise work in conjunction with, any other similar properly constituted authority in any other part of Canada."

Other Agencies Dealing with Alberta Place Names.

In approaching their work the members of the Board found that in the past various agencies have been active in determining place names within the Province, among them the Geographic Board of Canada, the Post Office Department, railway and other companies and corporations, irrigation districts and even private individuals. The result has been a great deal of confusion and lack of co-ordination, a condition which the Alberta Board plans to do what it can to amend.

The Geographic Board of Canada.

Of the agencies above mentioned the most important is the Geographic Board of Canada. According to a memorandum of January 9th, 1946 addressed to the Right Honourable W. L. Mackenzie King by the Honourable J. A. Glen, Minister of Mines and Resources, "This Board which was established by Order in Council No. 3324, of December 18th, 1897, has authority to decide upon all geographic names in Canada." Whether or not the Dominion has the complete authority claimed in this memorandum, to the exclusion of any right of the Provinces to participate in the naming of places within their borders, is a legal and constitutional matter which is beyond the competence of the Alberta Board to determine. Each Province has a representative, nominated by its Government, on the Geographic Board of Canada, and

it has been the normal practice for the Provinces, through their representatives, to be consulted in the choice of names. It would appear, however, that the Dominion Government considers such consultation to be an act of courtesy only and that it deems that it can, if it wishes, take action without such consultation. The recent change of name from Castle Mountain to Mount Eisenhower is a case in point.

The Case of Mount Eisenhower.

This alteration was effected without any consultation whatever with Mr. H. P. Brownlee, Provincial Statistician, who is the Alberta representative on the Geographic Board of Canada. While the Alberta Board is wholly in sympathy with the paying of honour to General Eisenhower it deprecates the unilateral way in which this action was taken. It is proceeding on the assumption that such action was entirely exceptional and that in the future the Dominion Board will only alter or determine place names within the Province after due consultation.

Chairman's Visit to Ottawa.

Professor M. H. Long when in Ottawa on other business in May, 1946, had a very satisfactory interview with Mr. F. H. Peters, Surveyor General of Canada, who was acting chairman of the Geographic Board of Canada. Various matters were discussed and Professor Long has every hope that the most cordial co-operation can be maintained and that the Provincial Board will be able to assist the work of the Dominion Board in a variety of ways.

New Place Names, 1946.

The following place names have been accepted since the Board was appointed in February, 1946:

1. Moberly Creek, Alberta Sheet.

Creeks

Broad, Carson, Collie, Crescent, Doctor, Evan's, Fault, Fox, Forty-one Mile, Fred, Moberly, Moon, Mumm, Planet, Polecat, Seep, Shrew, Stalk, Star, Tigue, Thoreau, Wildcat.

Trails

Berland, Evan's, Donald's Flats, Lower, Mountain, Pope Creek.

Mountains

M inny Ridge, Tip Top, Zebra.

Miscellaneous

Little Berland Cabin, Moberly Cabin, Moberly Lookout Cabin.

2. Nose Creek, Alberta Sheet**River**

North Cutbank.

Creeks

Compass, Grayling, Little Grayling, Haglund, Lingrell, Muddy, Little Muddy, Pierre, Sandbar, Sherman, Sulphur, Valley.

Lakes

Boundary, Chinook, Lingrell, Nose, Pierre, Sherman, Trap.

Mountains

Nose, The Nose.

3. Sunwapta, Alberta Sheet.**Creeks**

North Branch Isaac, South Branch Isaac.

Mountains

Endless Chain Ridge.

Miscellaneous

Jasper Banff Highway, Stanley Falls, Maligne Trail.

4. Dalehurst, Alberta Sheet.**Creeks**

Baseline, Felix, Gorge, Marsh, Apetowun, Plante, Rooster.

Lake

Marsh.

5. Jasper Park South Map Sheet.**Mountains**

Le Grand Brazeau.

6. Athabaska Falls, Alberta and B.C. Sheet.**Lakes**

Lorraine, Mona.

Spelling of Names.

The Board has under consideration the spelling of the name "Athabaska". There is a great deal of confusion arising from the fact that at present the name is spelled sometimes with a "K" and sometimes with a "C". The Dominion Board and Governmental Departments, The Times Gazeteer of the World, the Canadian Encyclopedia, the booklet "Place Names of Alberta" and the University of Alberta use the letter "K" as in "ATHABASKA". On the other hand the Encyclopædia Britannica, the Cree Dictionary compiled by the Rev. E. A. Watkins, 1865, the "Municipality of the Town of Athabasca", the Canadian Geographical Journal, the Beaver Magazine (H.B.Co.), Sir Alexander Mackenzie's "Voyages", the Canadian Almanac, Registered Townsite Plans and all Provincial Governmental Departments, use the letter "C" as in "ATHABASCA". The members of the Geographic Board of Alberta are endeavouring to have one spelling established, so that this confusion will disappear. Other difficulties of the same character will receive attention.

Advisors to the Board.

In its work the Board has been able at all times to consult Mr. L. D. Bryne, Deputy Minister of Economic Affairs, Mr. H. P. Brownlee, Provincial Statistician and Alberta Representative on the Geographic Board of Canada, and Mr. J. H. Holloway, Survey Branch, Department of Public Works, Edmonton. These gentlemen have on various occasions attended meetings of the Board, and the members of the latter wish to express their great appreciation of the valuable assistance and advice which they have so generously given.

Conclusion.

We have endeavoured to give you, Honourable Sir, a brief insight into the work of the Geographic Board of Alberta and we feel confident the matters mentioned in this report will justify your action in having such a Board appointed.

Edith H. Gostick,
Secretary.

ANNUAL REPORT OF THE
SERIAL M2 40155867 GOV PUB



000038229274

[illegible]

F 255

9

